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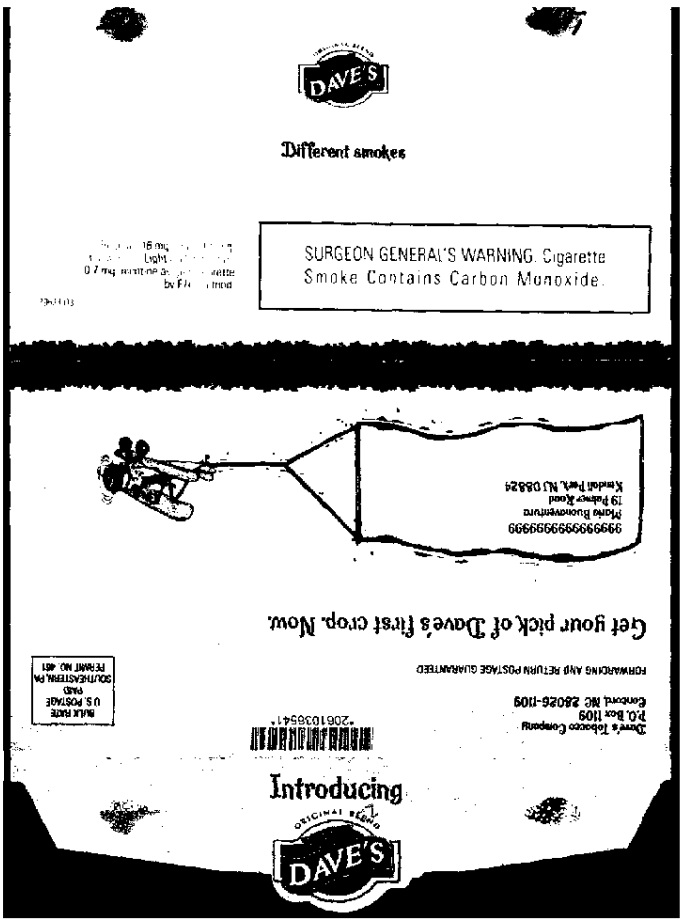

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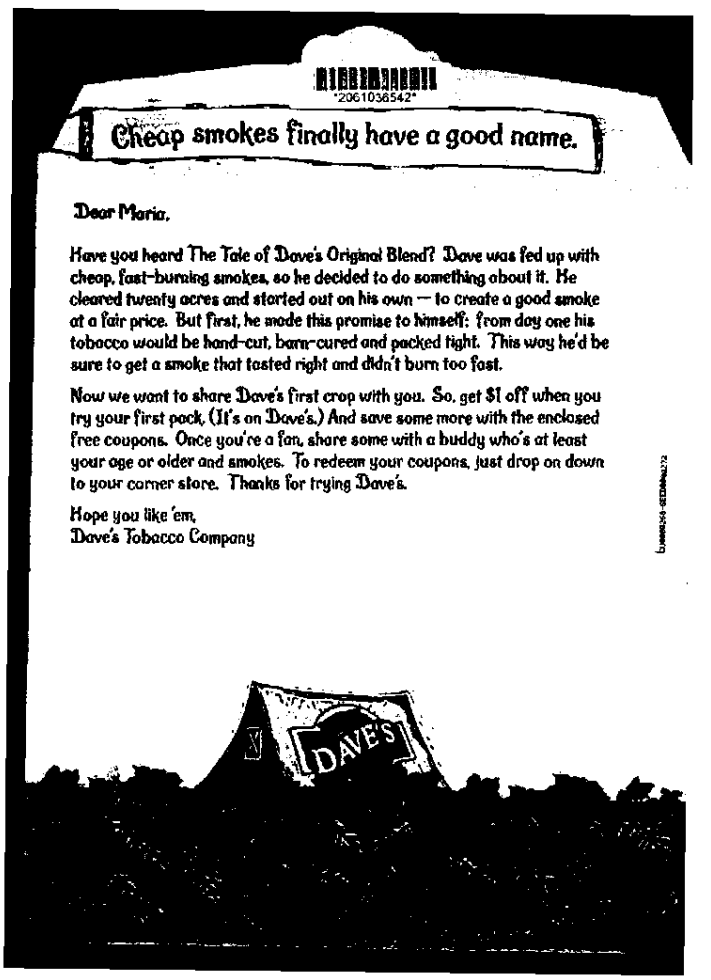

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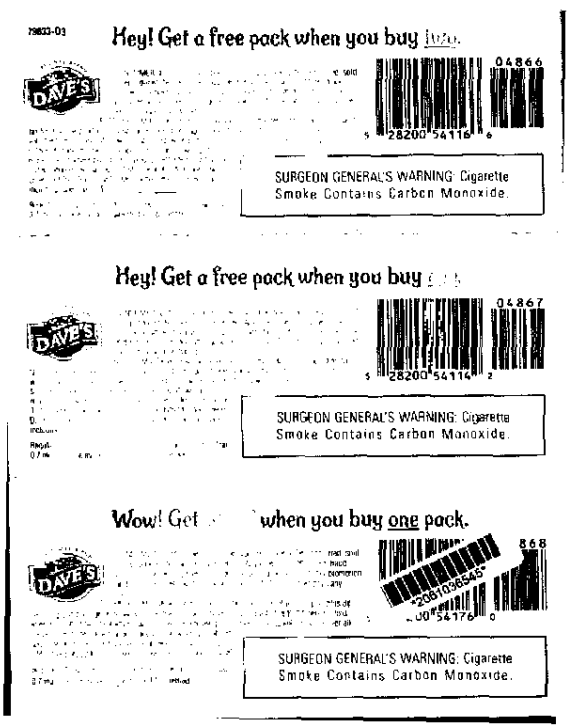

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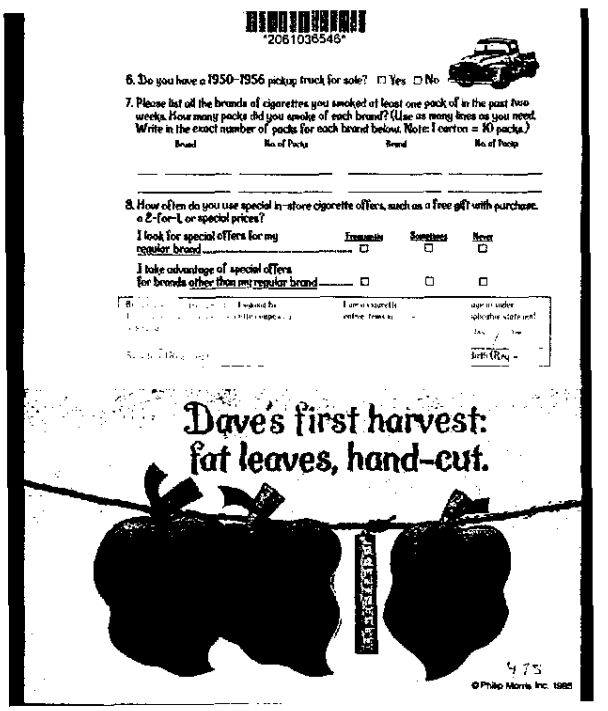

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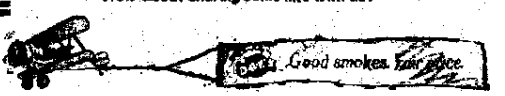
Dave's would love to get mail from you.

We're glad to share Dave's first crop with you. How about sharing some info with us?



9999999999999999
Maria Buenaventura
19 Palmer Road
Kendall Park, NJ 08824

Hey, nobody's perfect. If your address is incorrect, please fix it up and we'll get it right the next time. Just fill out this card and put it in the enclosed envelope. Dave's is paying the postage.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____

2. Is your regular brand...? (Check one.)
☐ Lowest/1 mg. Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor

3. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

4. How long have you smoked this brand? (Check one.)
☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years

5. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

(You're almost done. See other side.)

Regular 16 mg. "tar," 1.0 mg. nicotine — Lights 11 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method

79833-03

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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